

# Marketing Research

## Chapter 28



# Sec. 28.1—Marketing Information Systems

What you'll learn:

- The importance of marketing research
- The function of a marketing information system





# Marketing Research

- **Links the consumer, customer, and public to the marketer through information.**
- **The primary emphasis is to obtain information about the preferences, opinions, habits, trends, and plans of current and potential customers.**



# Why is Marketing Research Important?

- Helps businesses plan their future operations to increase sales and profit.
- Helps solve marketing problems and anticipate future potential
- Helps keep track of what is happening in current markets – what the competition is doing

# Who Uses Marketing Research?

- Small companies – research is often informal – done by owner or manager.





# Who Uses Marketing Research?

- Larger companies have a formal research department and specialists to plan and conduct research



# Who Uses Marketing Research?

- Governments' research

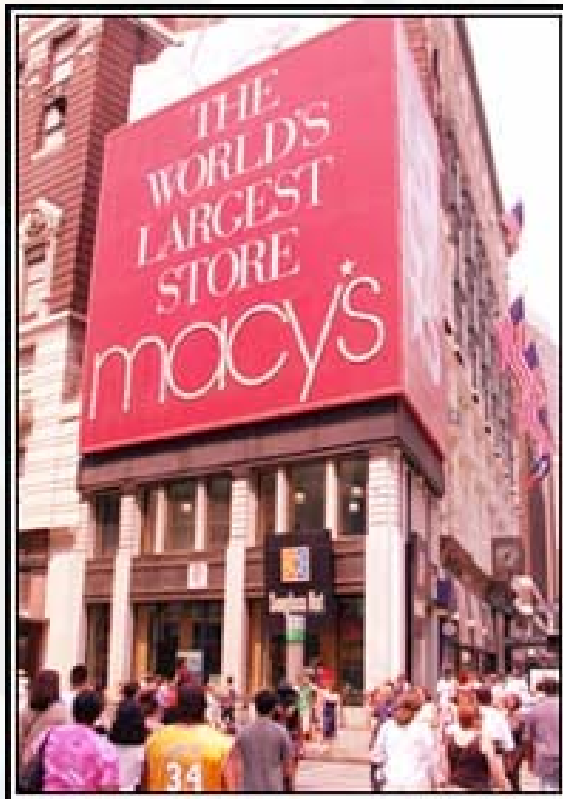


United States  
**Census**  
**2000**



# Who Uses Marketing Research?

- Trade industries, retailers, wholesalers, etc.



[RodenImports.com](http://RodenImports.com)

**BUY / SELL**

**Below Wholesale Prices!**



## A vertical collage of five images. The top image shows a hand pointing at a grid with a circular highlight. The second image is a blue-tinted grid with a wire. The third image is a close-up of a wire. The fourth image is a grid with a wire. The bottom image is a circuit board.

- 
- A woman with short dark hair, wearing a black long-sleeved shirt and dark trousers, stands with her arms crossed next to a very tall, narrow stack of papers or documents. She is smiling slightly. The background is a plain, light-colored wall.



# Marketing Information Systems

- Includes company records, competitor's records, customer profile data, government data

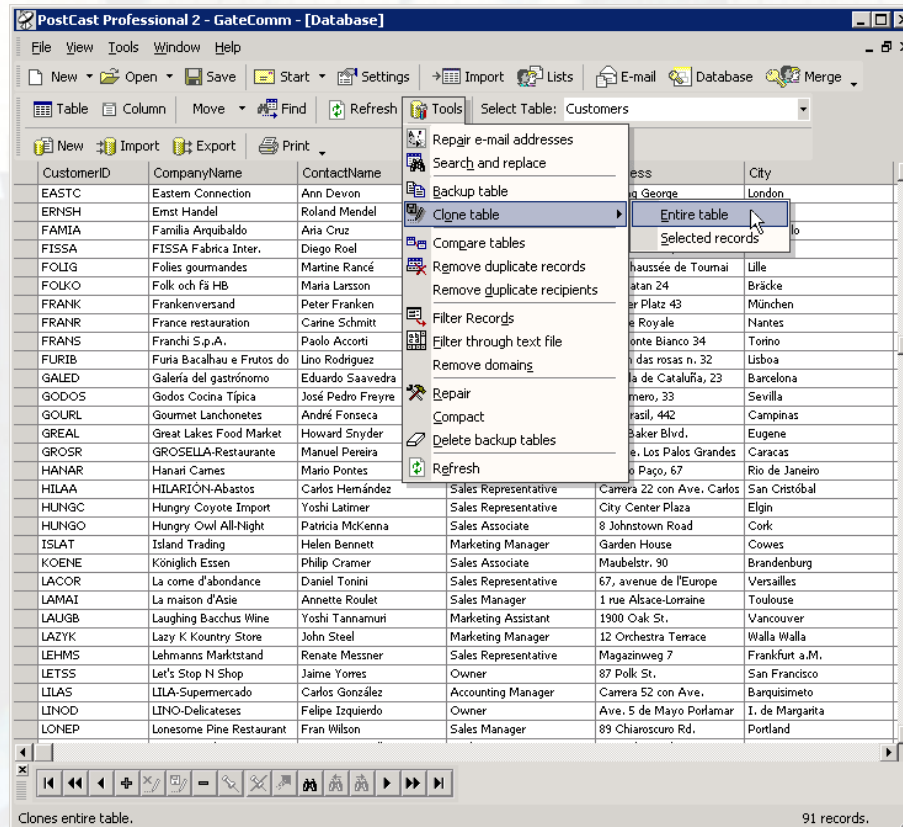


	Receipts			Payments			Cash surplus	
	\$m	Per cent real growth	Per cent of GDP	\$m	Per cent real growth	Per cent of GDP	\$m	Per cent of GDP
1970-71	0,800	0.0	30.8	7,170	10.8	10.7	0.04	2.1
1971-72	8,827	3.3	30.8	7,887	4.2	10.8	840	2.0
1972-73	9,414	0.6	30.8	4,121	7.3	10.2	5,293	8.6
1973-74	11,880	10.4	30.8	12,826	3.8	10.8	1,054	1.8
1974-75	15,328	8.8	32.8	15,375	16.8	22.5	90	0.1
1975-76	18,218	3.8	33.0	12,875	12.8	28.8	-1,650	-2.0
1976-77	21,418	4.2	33.3	22,887	1.8	24.7	-1,238	-1.4
1977-78	23,491	0.9	33.4	25,406	3.8	26.1	-1,938	-2.0
1978-79	25,888	3.0	32.8	27,782	2.7	24.5	-2,057	-1.8
1979-80	28,700	0.8	33.1	31,041	2.1	24.1	-1,231	-1.0
1980-81	35,148	8.8	34.1	35,280	2.8	24.2	-112	-0.1
1981-82	40,831	2.8	34.3	41,384	1.4	24.8	-437	-0.3
1982-83	44,875	-1.7	34.7	47,807	6.8	28.5	-3,232	-1.8
1983-84	48,102	2.8	34.0	55,880	8.4	27.4	-7,834	-3.4
1984-85	57,758	11.8	35.8	61,836	6.1	28.2	-4,891	-2.8
1985-86	64,846	8.8	36.1	61,836	3.4	28.1	-4,833	-2.0
1986-87	73,146	6.3	36.8	75,385	0.8	27.7	-2,247	-0.8
1987-88	81,217	3.4	36.1	73,440	-1.8	26.8	1,777	0.8
1988-89	88,888	0.4	36.1	82,388	-4.8	23.4	6,137	1.8
1989-90	85,817	1.8	34.8	83,885	1.8	23.1	8,835	1.7
1990-91	87,705	-2.4	34.8	87,332	4.8	24.5	372	0.1
1991-92	92,888	-8.8	32.8	104,881	8.2	26.7	-11,895	-2.8
1992-93	94,448	0.5	32.2	111,484	6.8	28.2	-17,038	-4.0
1993-94	100,142	5.1	32.4	117,285	4.2	28.2	-17,143	-3.8
1994-95	108,720	8.7	33.3	122,801	4.8	28.1	-13,181	-2.8
1995-96	121,406	7.8	34.1	131,185	4.8	28.1	-10,077	-2.0
1996-97	128,846	5.1	34.5	135,125	1.8	28.5	-6,281	-1.0
1997-98	138,778	5.1	34.8	134,885	-1.8	24.8	1,171	0.2
1998-99	148,888	7.4	34.7	142,185	5.1	24.8	6,337	0.7
1999-00	165,888	na	35.5	162,747	na	24.4	13,098	2.1
2000-01	188,828	7.2	34.0	184,888	-1.8	23.1	8,840	0.8
2001-02	182,824	-0.8	32.8	183,887	3.8	22.8	-833	-0.1
2002-03	170,147	0.0	30.4	183,881	0.8	22.4	-7,430	-1.0
2003-04(0)	185,214	1.2	32.8	183,826	3.8	22.3	4,838	0.8
2004-05(0)	194,888	5.5	32.8	191,488	3.5	22.5	3,400	0.5
2005-06(0)	201,831	1.8	32.3	203,244	2.4	22.1	1,837	0.2
2006-07(0)	211,832	2.8	32.1	203,384	2.1	21.8	3,438	0.4
2007-08(0)	222,748	3.1	32.1	213,247	2.7	21.8	9,501	0.4



# Database Marketing

- Database – a collection (or file) of related information about a specific topic.








# Marketing Databases

- Sometimes information is collected by bar code scanner, “valued customer cards”



# Marketing Databases

- Often companies sell their information to others





# Limitations of Marketing Research

- The amount of information that can be gathered is limited by the **amount of money** a company can afford to spend on the equipment and personnel needed to do the research.
- Often, there is **too little time** to do research because decisions must be made before all possible data can be obtained.